



## Marketing Report: April 2025

### Participation in Marketing/Networking & Community Events

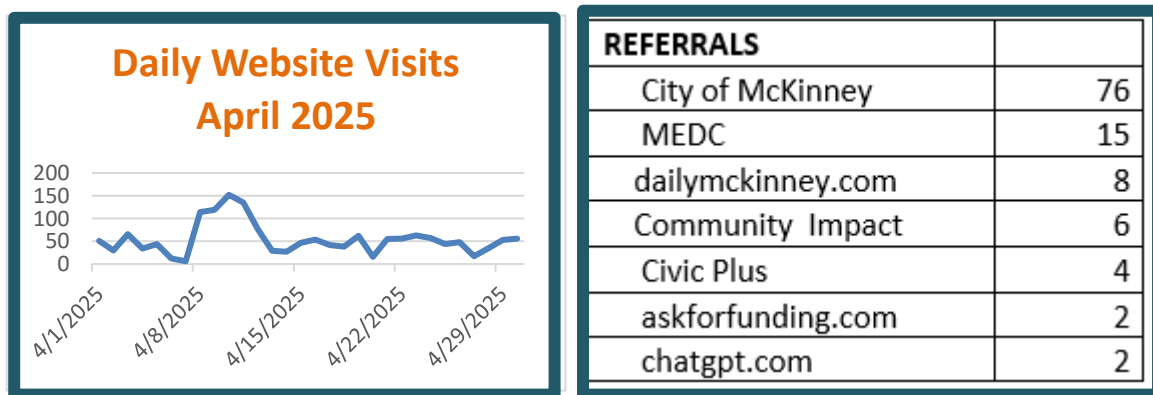
- Grant and Sponsored events: Byron Nelson, Volunteer McKinney Director's Breakfast, LifePath Celebrate to Elevate, Women in Service Lunch, Habitat Wall Raising, HUGS HQ Groundbreaking, Harvest at the Masonic Historical Designation
- Other outreach event: SERVE MCKINNEY, Main Street Merchants, CLC Ribbon-Cutting, Chamber Quarterly Lunch

### Press, Social Mentions, Tags, Shares

- Press: Hugs (Community Impact, StarLocal, Dallas Morning News), Airport (community Impact), Habitat (WFAA News)
- Social mentions: Volunteer McKinney, Chestnut Square, Hugs, Chestnut Square, Rhythm & Blues Picnic, Chamber of Commerce

### Website Analytics

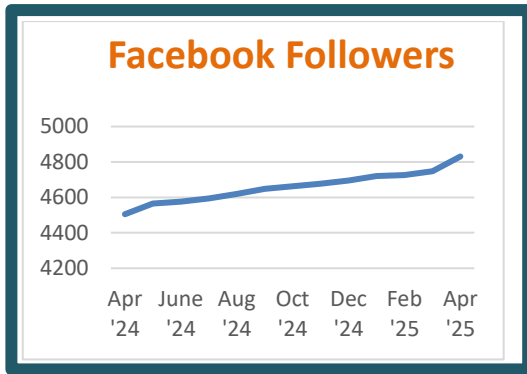
April sessions and views were high compared to recent months, with top pages viewed being Grants, About Us, and Community Impact. Spikes for website visits correlate to posts regarding Sunset Amphitheater, East McKinney Learning



The number of website visitors has remained consistent this year, still nearly double over 2024. Interesting fact: This is the first month ever that mobile views were higher than desktop.

Mobile Traffic	Users	Percent of Total
Desktop	479	47.90%
Mobile	507	50.60%
Tablet	16	1.60%

# Facebook



For Facebook, follower increased by 83. Top posts were related to East McKinney Learning Garden, Sunset Amphitheater, President Schneible’s 15 years, East McKinney projects, SERVE McKINNEY, Arts in Bloom, Downtown McKinney, and Empty Bowls. As we continue to decrease our efforts on X, we will no longer be compiling monthly reports for that platform.

<p>McKinney Community ... Fri 4/18/2025 12:19 pm CDT</p> <p>Rain or shine, the celebration is on! Join us tomorrow at 1 PM for the grand opening of the East McKinney...</p> <p><b>Total Engagements</b> 973</p> <p><b>Reactions</b> 162</p> <p><b>Comments</b> 6</p> <p><b>Shares</b> 17</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 788</p>	<p>McKinney Community ... Mon 4/7/2025 1:04 pm CDT</p> <p>We are very excited to partner in bringing Sunset Amphitheater to McKinney. Join us on April 22 to hear...</p> <p><b>Total Engagements</b> 619</p> <p><b>Reactions</b> 25</p> <p><b>Comments</b> 2</p> <p><b>Shares</b> 5</p> <p><b>Post Link Clicks</b> 170</p> <p><b>Other Post Clicks</b> 417</p>	<p>McKinney Community ... Thu 4/24/2025 10:01 am CDT</p> <p>This morning at our regular meeting, Board members recognized President Cindy Schneible for 15 years as...</p> <p><b>Total Engagements</b> 324</p> <p><b>Reactions</b> 97</p> <p><b>Comments</b> 38</p> <p><b>Shares</b> 4</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 185</p>	<p>McKinney Community ... Tue 4/22/2025 3:15 pm CDT</p> <p>Seeds of Change: East McKinney Learning Garden Grows Through MCDC Support The East McKinney...</p> <p><b>Total Engagements</b> 111</p> <p><b>Reactions</b> 38</p> <p><b>Comments</b> 2</p> <p><b>Shares</b> 3</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 68</p>	<p>McKinney Community ... Wed 4/30/2025 5:09 pm CDT</p> <p>Hundreds of residents attended the grand opening for the new City Hall, a key catalyst project that brings...</p> <p><b>Total Engagements</b> 81</p> <p><b>Reactions</b> 26</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 2</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 53</p>
<p>McKinney Community ... Thu 4/24/2025 11:14 am CDT</p> <p>Join us at SERVE McKinney and learn about City Boards and nonprofits where you can make a positive impac...</p> <p><b>Total Engagements</b> 69</p> <p><b>Reactions</b> 14</p> <p><b>Comments</b> 2</p> <p><b>Shares</b> 4</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 49</p>	<p>McKinney Community ... Sun 4/6/2025 2:57 pm CDT</p> <p>Experience a weekend of art, music, and flavor at Arts In Bloom in Historic Downtown McKinney! Don't miss the...</p> <p><b>Total Engagements</b> 63</p> <p><b>Reactions</b> 26</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 3</p> <p><b>Post Link Clicks</b> 11</p> <p><b>Other Post Clicks</b> 23</p>	<p>McKinney Community ... Tue 4/15/2025 4:14 pm CDT</p> <p>Thanks Texas Downtown for showing off our favorite Texas downtown -- McKinney's Historic Downtown...</p> <p><b>Total Engagements</b> 52</p> <p><b>Reactions</b> 19</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 0</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 33</p>	<p>McKinney Community ... Sat 4/12/2025 5:05 pm CDT</p> <p>Day 2 of Arts In Bloom is in full swing! Head to Downtown McKinney today to explore 150+ artist booths, sip wine...</p> <p><b>Total Engagements</b> 41</p> <p><b>Reactions</b> 7</p> <p><b>Comments</b> 1</p> <p><b>Shares</b> 0</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 33</p>	<p>McKinney Community ... Wed 4/23/2025 10:12 am CDT</p> <p>Tomorrow's the day! Get your tickets here: bit.ly/MCDC_EmptyBowls</p> <p><b>Total Engagements</b> 32</p> <p><b>Reactions</b> 7</p> <p><b>Comments</b> 6</p> <p><b>Shares</b> 1</p> <p><b>Post Link Clicks</b> 3</p> <p><b>Other Post Clicks</b> 15</p>